

**In the Claims:**

1. (Original) An interactive behavior-based communication system, comprising: a behavior monitor operable to detect specific behavior and actions of a user during a communication session; a behavior matching engine operable to receive the detected user behavior and actions, match them to predetermined and defined behaviors and actions, and determine an appropriate dynamic response in response to a match; and a content database storing content presentable to the user to dynamically modify the communication session in response to the determined response.
2. (Original) The system, as set forth in claim 1, further comprising a transaction server operable to receive the detected specific behavior and action from the behavior monitor and to pass them to the behavior matching engine.
3. (Original) The system, as set forth in claim 2, further comprising a user profile database operable to receive and store the detected specific behavior and action from the transaction server.
4. (Original) The system, as set forth in claim 2, further comprising a user profile database operable to receive and store user profile data received at user registration.
5. (Withdrawn) The system, as set forth in claim 1, wherein the behavior matching engine comprises: a first set of rules defining ancillary content to be displayed to the user in response to a matched behavior; and a second set of rules defining how the communication session is to be modified in response to a matched behavior.
6. (Withdrawn) The system, as set forth in claim 5, wherein the first set of rules comprises rules identifying targeted advertising and marketing material stored in the content server to be displayed to the user.
7. (Withdrawn) The system, as set forth in claim 5, wherein the second set of rules comprises

rules identifying instructional code to modify the communication session in response to the matched user behavior and action.

8. (Withdrawn) The system, as set forth in claim 5, wherein the communication session is an e-game session and the second set of rules comprises rules identifying instructional code to dynamically make the communication session more challenging in response to detecting that the user is a skilled game player.

9. (Withdrawn) The system, as set forth in claim 5, wherein the communication session is an e-game session and the second set of rules comprises rules identifying instructional code to dynamically make the communication session less challenging in response to detecting that the user is a skilled game player.

10. (Withdrawn) The system, as set forth in claim 5, wherein the communication session is an e-game session and the second set of rules comprises rules identifying instructional code to dynamically tailor the communication session to the detected user's style of game playing.

11. (Withdrawn) The system, as set forth in claim 5, wherein the communication session is an e-game session and the second set of rules comprises rules identifying instructional code to dynamically tailor the communication session to the detected user's skill in playing a particular online game.

12. (Original) The system, as set forth in claim 1, wherein the behavior monitor resides in a computer being used by the user to execute an application associated with the communication session, the behavior monitor transmitting the detected user behavior and action to the behavior matching engine.

13. (Original) The system, as set forth in claim 1, wherein the behavior monitor resides in a game server providing a portal to the user, the behavior monitor transmitting the detected user behavior and action to the behavior matching engine.

14. (Original) The system, as set forth in claim 2, wherein the user behavior and action stored in the user profile database is accessed to dynamically enhance a currently on-going communication session.

15. (Original) The system, as set forth in claim 2, wherein the user behavior and action stored in the user profile database is accessed to dynamically enhance a future communication session involving the same user and same application in which the user behavior and action are detected.

16. (Original) The system, as set forth in claim 2, wherein the user behavior and action stored in the user profile database is accessed to dynamically enhance a future communication session involving the same user and a different application than one in which the user behavior and action are detected.

17. (Original) An interactive behavior-based e-game system, comprising: a behavior monitor operable to detect specific behavior and actions of a player during an e-game session; a behavior matching engine operable to receive the detected player behavior and actions, match them to predetermined and defined behaviors and actions, and determine an appropriate dynamic response in response to a match; a player profile database operable to receive and store the detected specific behavior and action; and a content database storing content presentable to the player to dynamically modify the e-game session in response to the determined response.

18. (Original) The system, as set forth in claim 17, further comprising a transaction server operable to receive the detected specific behavior and action from the behavior monitor and to pass them to the behavior matching engine.

19. (Original) The system, as set forth in claim 17, wherein the player profile database is further operable to receive and store player profile data received at player registration.

20. (Withdrawn) The system, as set forth in claim 17, wherein the behavior matching engine comprises: a first set of rules defining ancillary content to be displayed to the player in response to a matched behavior; and a second set of rules defining how the e-game session is to be

modified in response to a matched behavior.

21. (Withdrawn) The system, as set forth in claim 20, wherein the first set of rules comprises rules identifying targeted advertising and marketing material stored in the content server to be displayed to the player.

22. (Withdrawn) The system, as set forth in claim 20, wherein the second set of rules comprises rules identifying instructional code to modify the e-game session in response to the matched player behavior and action.

23. (Withdrawn) The system, as set forth in claim 20, wherein the second set of rules comprises rules identifying instructional code to dynamically make the e-game session more challenging in response to detecting that the player is a skilled game player.

24. (Withdrawn) The system, as set forth in claim 20, wherein the second set of rules comprises rules identifying instructional code to dynamically make the e-game session less challenging in response to detecting that the player is a skilled game player.

25. (Withdrawn) The system, as set forth in claim 20, wherein the second set of rules comprises rules identifying instructional code to dynamically tailor the e-game session to the detected player's style of game playing.

26. (Withdrawn) The system, as set forth in claim 20, wherein the second set of rules comprises rules identifying instructional code to dynamically tailor the e-game session to the detected player's skill in playing a particular online game.

27. (Original) The system, as set forth in claim 17, wherein the behavior monitor resides in a computer being used by the player to execute an application associated with the e-game session, the behavior monitor transmitting the detected player behavior and action to the behavior matching engine.

28. (Original) The system, as set forth in claim 17, wherein the behavior monitor resides in a game server providing a portal to the player, the behavior monitor transmitting the detected player behavior and action to the behavior matching engine.

29. (Original) The system, as set forth in claim 17, wherein the player behavior and action stored in the player profile database is accessed to dynamically enhance a currently on-going e-game session.

30. (Original) The system, as set forth in claim 17, wherein the player behavior and action stored in the player profile database is accessed to dynamically enhance a future e-game session involving the same user and same gaming application in which the player behavior and action are detected.

31. (Original) The system, as set forth in claim 17, wherein the player behavior and action stored in the player profile database is accessed to dynamically enhance a future communication session involving the same player and a different gaming application than one in which the player behavior and action are detected.

32. (Original) An interactive behavior-based method of personalizing an online session, comprising: monitoring and detect a user's behavior and actions during the online session; comparing the detected user's behavior and actions to predetermined behaviors and actions; identifying an appropriate action in response to a match between the detected user's behavior and actions to predetermined behaviors and actions; and carrying out the appropriate action to dynamically modify the online session.

33. (Original) The method, as set forth in claim 32, further comprising storing the detected user's behavior and actions in a user profile database.

34. (Original) The method, as set forth in claim 33, further comprising: allowing the user to register in order to initiate the online session; collecting user profile data as part of user registration; and storing the collected user profile in the user profile database.

35. (Withdrawn) The method, as set forth in claim 32, wherein identifying an appropriate action comprises identifying content to be presented to the user in response to a match between the detected user's behavior and actions to predetermined behaviors and actions.

36. (Withdrawn) The method, as set forth in claim 32, wherein identifying an appropriate action comprises identifying targeted advertising and marketing material to be presented to the user in response to a match between the detected user's behavior and actions to predetermined behaviors and actions.

37. (Withdrawn) The method, as set forth in claim 32, wherein identifying an appropriate action comprises identifying targeted training material to be presented to the user in response to a match between the detected user's behavior and actions to predetermined behaviors and actions.

38. (Withdrawn) The method, as set forth in claim 32, wherein identifying an appropriate action comprises identifying a property of the online session to be modified in real-time to modify the user's online experience in response to a match between the detected user's behavior and actions to predetermined behaviors and actions.

39. (Withdrawn) The method, as set forth in claim 32, wherein identifying an appropriate action comprises identifying instructional code to modify the online session in real-time to alter the user's online experience in response to a match between the detected user's behavior and actions to predetermined behaviors and actions.

40. (Withdrawn) The method, as set forth in claim 32, wherein identifying an appropriate action comprises accessing a content database for retrieving content to be presented to the user in response to a match between the detected user's behavior and actions to predetermined behaviors and actions.

41. (Original) An interactive dynamic behavior-based method of personalizing an e-game session, comprising: monitoring and detect a player's behavior and actions during the e-game

session; comparing the detected user's behavior and actions to predetermined behaviors and actions; and dynamically altering at least one aspect of the e-game session in response to a match between the detected player's behavior and actions to the predetermined behaviors and actions.

42. (Original) The method, as set forth in claim 41, further comprising: identifying an appropriate action in response to a match between the detected user's behavior and actions to predetermined behaviors and actions; and carrying out the appropriate action to dynamically modify the e-game session.

43. (Original) The method, as set forth in claim 41, further comprising storing the detected player's behavior and actions in a player profile database.

44. (Original) The method, as set forth in claim 41, further comprising: allowing the player to register in order to initiate the e-game session; collecting player profile data as part of player registration; and storing the collected player profile in the player profile database.

45. (Withdrawn) The method, as set forth in claim 41, wherein identifying an appropriate action comprises identifying content to be presented to the player in response to a match between the detected player's behavior and actions to the predetermined behaviors and actions.

46. (Withdrawn) The method, as set forth in claim 41, wherein identifying an appropriate action comprises identifying targeted advertising and marketing material to be presented to the player in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

47. (Withdrawn) The method, as set forth in claim 41, wherein identifying an appropriate action comprises identifying targeted training material to be presented to the user in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

48. (Withdrawn) The method, as set forth in claim 41, wherein identifying an appropriate action comprises identifying a property of the e-game session to be modified in real-time to modify the

player's online experience in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

49. (Withdrawn) The method, as set forth in claim 41, wherein identifying an appropriate action comprises identifying instructional code to modify the e-game session in real-time to alter the player's gaming experience in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

50. (Withdrawn) The method, as set forth in claim 41, wherein identifying an appropriate action comprises accessing a content database for retrieving content to be presented to the player in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

51. (Original) An interactive dynamic behavior-based method of personalizing an e-game session, comprising: receiving detected player behavior and actions during the e-game session; comparing the detected player behavior and actions to predetermined behaviors and actions; and sending data to the player operable to dynamically alter at least one aspect of the e-game session in response to a match between the detected player behavior and actions to the predetermined behaviors and actions.

52. (Original) The method, as set forth in claim 51, further comprising: identifying an appropriate action in response to a match between the detected player behavior and actions to predetermined behaviors and actions; and carrying out the appropriate action to dynamically modify the e-game session.

53. (Original) The method, as set forth in claim 51, further comprising storing the detected player behavior and actions in a player profile database.

54. (Original) The method, as set forth in claim 51, further comprising: allowing the player to register in order to initiate the e-game session; collecting player profile data as part of player registration; and storing the collected player profile in the player profile database.



55. (Original) The method, as set forth in claim 51, further comprising allowing the player to log in in order to initiate the e-game session.

56. (Withdrawn) The method, as set forth in claim 51, wherein identifying an appropriate action comprises identifying content to be presented to the player in response to a match between the detected player's behavior and actions to the predetermined behaviors and actions.

57. (Withdrawn) The method, as set forth in claim 51, wherein identifying an appropriate action comprises identifying targeted advertising and marketing material to be presented to the player in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

58. (Withdrawn) The method, as set forth in claim 51, wherein identifying an appropriate action comprises identifying targeted training material to be presented to the user in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

59. (Withdrawn) The method, as set forth in claim 51, wherein identifying an appropriate action comprises identifying a property of the e-game session to be modified in real-time to modify the player's online experience in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

60. (Withdrawn) The method, as set forth in claim 51, wherein identifying an appropriate action comprises identifying instructional code to modify the e-game session in real-time to alter the player's gaming experience in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.

61. (Withdrawn) The method, as set forth in claim 51, wherein identifying an appropriate action comprises accessing a content database for retrieving content to be presented to the player in response to a match between the detected player's behavior and actions to predetermined behaviors and actions.